
Measuring and Improving ChatGPT Use in the Enterprise: Quality, Cost and Risk Training Course

28 December 2026 – 1 January 2027
Istanbul





Measuring and Improving ChatGPT Use in the Enterprise: Quality, Cost and Risk Training Course

Ref: 274_19786 **Date:** 28 December 2026 – 1 January 2027 **Location:** Istanbul **Fees:** 4300 GBP

Programme Summary

Measuring and improving ChatGPT use in the enterprise is the subject of this five-day training course for managers and team leaders at managerial level, ending in a ChatGPT monitoring and optimisation plan for one live or sample service. Organisations roll out ChatGPT quickly, yet few measure the quality of its answers, the cost of its use or the risks it carries. The approach moves from metric definition, through output evaluation and monitoring, to optimisation and risk governance, and then to a worked plan. Mars Training Centre UK delivers this programme in measuring and improving ChatGPT use in the enterprise.

The Business Case

When a generative AI assistant is adopted without measures, poor answers go unnoticed, spending grows with usage and sensitive content can leave the organisation. Managers who treat the assistant as a service, with agreed metrics and review, can show where it helps, correct where it fails and decide where further spending is justified.

- Answer Quality: Improves as a scored rubric and reference tests replace informal impressions.
- Cost per Use Case: Becomes visible as token and licence spend is tracked against value delivered.
- Risk Exposure: Falls as confidential content rules and review points are applied to common tasks.

Principles and Evidence Base

- ISO 9001: Its principles of monitoring, measurement and improvement structure the metric work in Sessions 1 and 3.
- ISO/IEC 23894: Its guidance on AI risk management frames the risk assessment of assistant use in Session 4.
- ISO/IEC 42001: Its AI management system requirements shape the governance controls reviewed in Session 4.

Intended Participants

- Managers who own an enterprise ChatGPT rollout and answer for its results.
- Team leaders who direct staff use of generative AI assistants in daily work.
- Digital and operations leaders who report on usage, cost and quality.
- Risk, compliance and information security leads who set rules for assistant use.

The programme serves financial services, professional services, healthcare and public-sector organisations.



Learning Outcomes

1. Participants will be able to define quality, cost and risk metrics for an enterprise ChatGPT service.
2. Participants will be able to construct an evaluation rubric and reference test set for assistant output.
3. Participants will be able to evaluate accuracy and hallucination rates from a sample of answers.
4. Participants will be able to diagnose drift, regression and cost growth from monitoring data.
5. Participants will be able to prioritise prompt, context and process changes against measured effect.
6. Participants will be able to justify governance controls and review points for assistant use.

Programme Structure

Day 1: Measuring and Improving ChatGPT Use in the Enterprise Foundations

What does good performance mean for an enterprise ChatGPT service, and what is measured today?

- Use Case Inventory and Value Hypotheses
- Quality, Cost and Risk Metric Definitions
- ISO 9001 Monitoring and Measurement Principles
- Baseline Usage and Spend Analysis
- Case Review of Two Sector Deployments

Day 2: Output Quality Evaluation

How is the quality of ChatGPT output judged consistently?

- Evaluation Rubric Design
- Reference Answer Sets and Golden Tests
- Accuracy and Hallucination Sampling
- Reviewer Agreement Checks
- Prompt Variant Comparison Log

Day 3: Monitoring, Drift and Cost Control

How are changes in quality and spend detected early?

- Usage and Quality Dashboard Design
- Drift and Regression Signals After Model Updates
- Token and Licence Cost Tracking
- Alert Thresholds and Escalation Paths
- Feedback Capture From Users

Day 4: Optimisation and Risk Governance

Which changes improve results, and which risks must be controlled?



- Prompt Library and Template Standards
- Retrieval and Context Improvement Options
- ISO/IEC 23894 Risk Assessment of Assistant Use
- ISO/IEC 42001 Management System Controls
- Data Protection and Confidential Content Rules

Day 5: Applying ChatGPT Performance Monitoring to a Service

Is the monitoring plan ready for service owners to run?

- Applying the Session 1 Metric Definitions to the Chosen Service
- Testing the Session 2 Rubric on Sample Outputs
- Configuring the Session 3 Dashboard Thresholds
- Checking Session 4 Risk and Optimisation Controls
- Completing the ChatGPT Monitoring and Optimisation Plan

Methodology

The programme is built around data workshops and structured exercises. Participants work with anonymised sample prompts, answers and usage records, score them with a shared rubric, build monitoring views and test prompt changes in small teams. No programming is required, and no live corporate data is needed.

- Suggested activity: Scoring twenty sample answers with a rubric and comparing reviewer results.
- Suggested activity: Reading a usage and spend extract to find the three costliest use cases.
- Suggested activity: Comparing two prompt versions against the same reference test set.

Capstone Output

Each participant completes a ChatGPT monitoring and optimisation plan for one service. It contains a metric set, an evaluation rubric, a reference test set, a dashboard outline with alert thresholds, a prioritised improvement list and a risk and governance summary. It is used to brief the service sponsor and to run the first monthly review.

Frequently Asked Questions

Is training on measuring and improving ChatGPT use in the enterprise suitable for managers without a technical background?

Yes. Training on measuring and improving ChatGPT use in the enterprise is set at managerial level and assumes experience of running a team or service, not programming or data science.



Which standards does measuring and improving ChatGPT use in the enterprise rest on in this programme?

Measuring and improving ChatGPT use in the enterprise rests on ISO 9001 for monitoring and measurement, ISO/IEC 23894 for AI risk management and ISO/IEC 42001 for AI management systems.

How is the ChatGPT monitoring and optimisation plan used at work?

You use the ChatGPT monitoring and optimisation plan to brief the service sponsor, set review dates and decide which prompt, context and cost changes to make first.